



## The Judgment Day

The Styl-Judge

Last Saturday was "Judgment Day" in the hat business and the men of New York pronounced a verdict in a voice that everybody heard, when all my stores in New York City, and every other city in the country, broke all records for the opening of the Fall season.

When a novice breaks his OWN record it doesn't make a dent, but when the holder of the World's Record makes a NEW record, it makes a new niche in the Hall of Fame.

It was the biggest September day in the history of this business, and the biggest selling hat from New York to New Orleans was my now famous "\$100,000 Style," which I named the Styl-Judge.

I want to express my appreciation of your cordial response because I know you received numerous invitations from others to "Judge for Yourself" on Judgment Day.

I owe an apology, however, to all my friends who accepted my invitation and couldn't get into my stores after I was obliged to put up the "Standing Room Only" sign, but I'm glad to know my "over-flow" made others happy.

Some of the high-priced hatters talked about the value of the "Label" and almost suggested that you wear your hat inside out, so that you would have some excuse for paying more than you should.

The cheap hatters, as usual, talked nothing but Price and almost insisted you buy a "Price Ticket" instead of a hat, but they forgot you used your head in buying a hat.

Now, if you didn't want to buy a "Label" and didn't want to wear a "Price Ticket" they left the field wide open for me to show you a HAT, and give you an opportunity to "Judge for Yourself" from a wide assortment of all Colors, all Shapes,—all One Quality and all One Price.

If you dug out your old battered bonnet to avoid the crowds in my stores last Saturday, just remember that the World didn't come to an end on "Judgment Day" and TODAY is another day.

Last year's hat isn't this year's style—and nobody wants to look a year behind the times for the sake of \$2.85.

# Truly Warner

## Headquarters For Hats

### NEW YORK

24 East 42nd St.  
1171 Broadway, below 28th  
1383 Broadway, below 38th  
1495 Broadway, below 44th  
723 Sixth Ave., below 42nd  
Columbus Circle (Gotham Bank Bldg.)

45 Nassau St., below Maiden Lane  
78 Nassau St., bet. John & Fulton  
38 Park Row, opposite City Hall  
262 Broadway, below Chambers  
639 Broadway, below Bleecker  
811 Broadway, below 12th

### BROOKLYN

391 Fulton Street, opposite City Hall  
722 Broadway, at Flushing Avenue

### NEWARK

823 Broad Street, below Market

New Grand Central Style Station, 24 East 42nd Street